

Building and Managing Your Online Profile as an Academic

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Activity 1: How visible are you online?

- Google your name.
 - What are the top 10 results?
- Google a top scholar in your field.
 - What are the top 10 results?
- What patterns do you notice? What kind of information about yourself would you like to surface?

How can you boost your visibility online?

1. Develop a strategy
2. Create and maintain a well-designed website with good content.
3. Establish a strong social media presence.
4. Make your work easy to find.

1. Develop a strategy



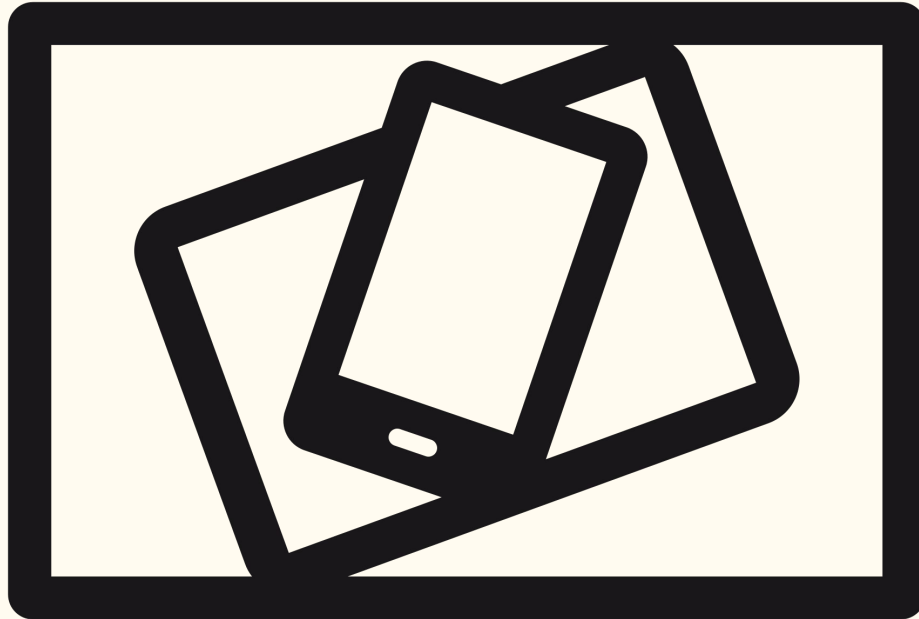
Tips

- Define your “brand”
 - Clarity, consistency, and constancy
 - Name
 - Picture
 - Description
 - Keep it updated
 - Get feedback

Activity 2: Sketch your strategy for raising the visibility of your work

- **Why** do you want to establish a stronger presence online? To land a job? Get citations? Etc
- **Who** is your audience?
- **What** identity as a researcher do you want to shape?
- **What** are the channels and approaches in your discipline for raising the visibility of your work?
- **How** can you make best use of your time?

2. Create and maintain a well-designed website.



What are the strengths & weakness of:

- <http://www.cmadan.com/>
- <https://ryancordell.org/>
- <http://www.wordsinspace.net/shannon/>
- <https://www.gmu.edu/centers/publicchoice/faculty%20pages/Tyler/>

What content should be included?

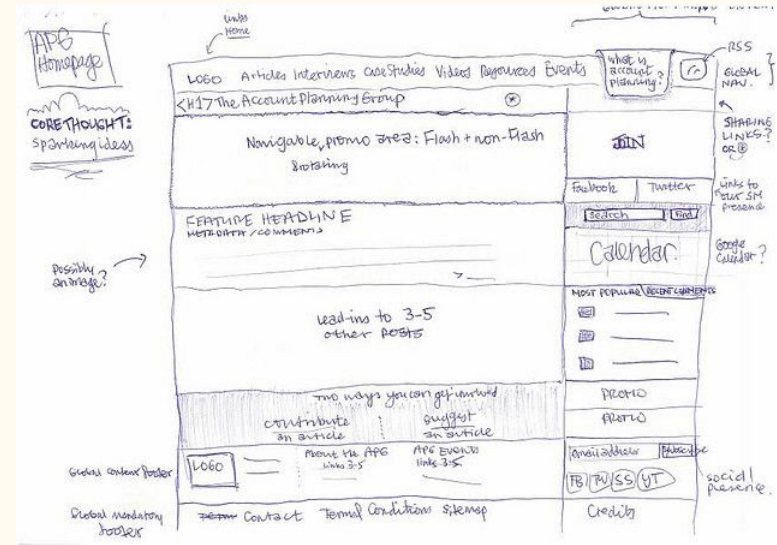
- About
 - Biography
 - Photo/ avatar
- Research
 - Research interests
 - Publications
 - Grants
- CV
- Contact Information
- Teaching
 - Teaching philosophy
 - Syllabi/ Course list
- Optional:
 - Twitter stream
 - Video of talks
 - Blog
 - Dissertation abstract

How do you create a web presence efficiently?

- Use a content management system like WordPress or SquareSpace.
- Choose a theme that is professional and reflects your image.
- Keep it simple.
- Update your website regularly.
- Aggregate content from multiple places, e.g. Twitter.
- Convert articles to blog posts.

Activity 3: Sketch Your Website

- What content would it contain?
- How would it be structured?
- What message would it project?



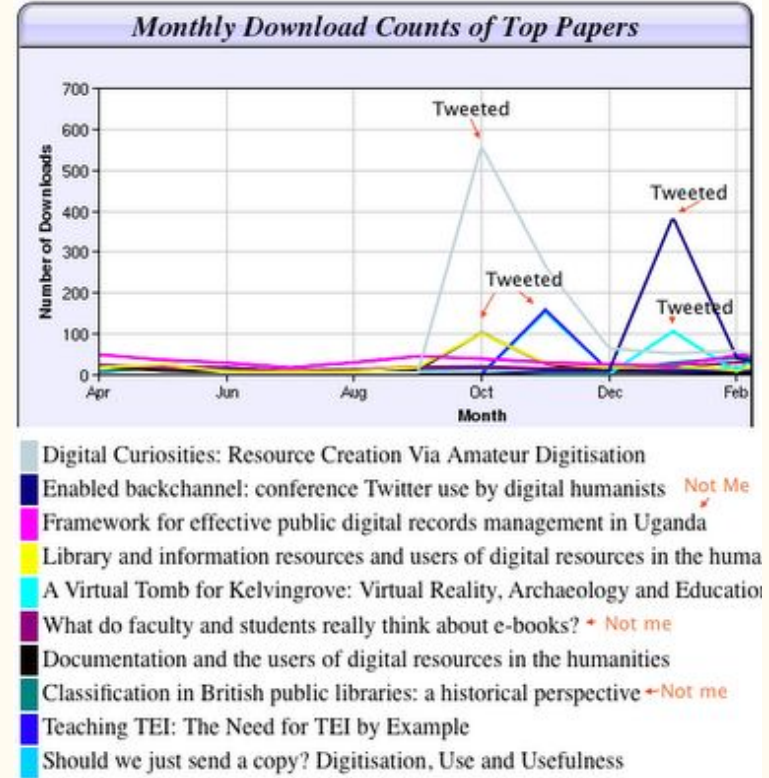
<https://speckyboy.com/20-effective-examples-of-web-and-mobile-wireframe-sketches/>

3. Establish a strong social media presence



Use Social Media To...

- Raise awareness of your work
- Participate in scholarly conversations
- Learn about new work
- Establish your voice at conferences



Melissa Terras

On ResearchGate & Academia

Advantages

- Wide use by many disciplines
- Easy to use
- Connects researchers, so you can find people & they can find you

Disadvantages

- Commercial, with unclear business models
- Viewed by some as spammy
- Sign-in required to access your work

Track Your Impact Using Altmetrics

- What it is
- Pros & cons
- Tools you can use, e.g. altmetric widget
 - If you have a doi, paste it after altmetric.com/details/doi/

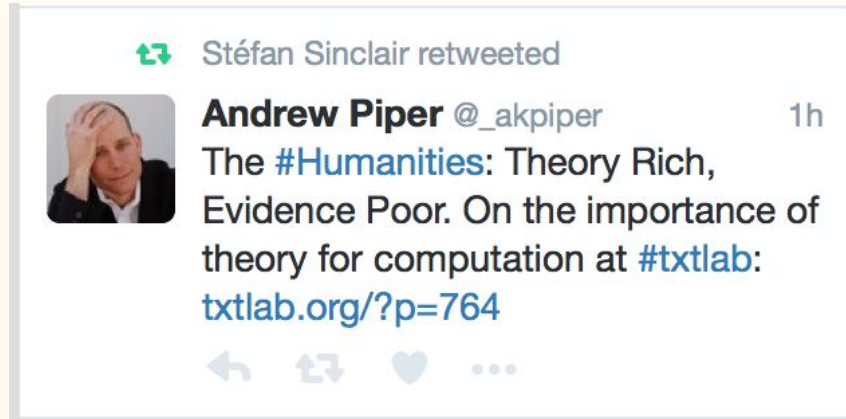


How to best use social media

- Understand what platform(s) your community uses.
- Know how the platform handles your data.
- Participate, e.g. reply to tweets directed at you.
- Be conscious of the public profile you are creating (e.g. a potential employer might read your tweets.)

Activity 4: Tweet

Craft a 140 character tweet to highlight recent research.



4. Make your work easy to find.



How can you make your work discoverable?

- Use a platform like WordPress that has built-in Search Engine Optimization.
- Share good content on your website (e.g. articles)
- Keep content current, e.g. with a blog.
- Use precise keywords for your work.
- Encourage others to link to your website & link to it on your social media profile (e.g. Twitter)
- Establish a presence on disciplinary portals (e.g. Humanities Commons).

More Discoverability Strategies

- Make your work accessible through an institutional or disciplinary repository.
- Set up a Google Profile.
- Include your website, Twitter handle, and even a link to your latest work in your email signature.
- Blog about your work, such as on sites like Medium.

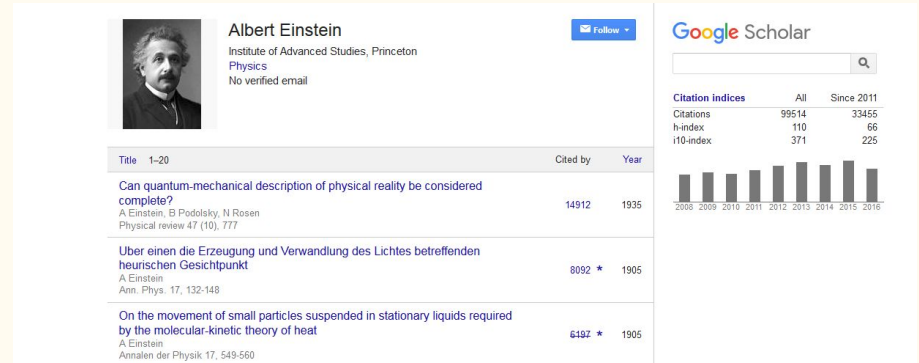
ORCID

- Unique scholar identifier
 - Name disambiguation
 - Reduce data entry
 - Ensure credit for your work
 - Increase discoverability/visibility
- Example ORCID profile:
<http://orcid.org/0000-0002-1825-0097>
- Over [20 publishers](#) now require ORCID IDs for authors

<http://libguides.rice.edu/AuthorIdentifiers/ORCID>

Google Scholar Profiles

- Obtain citation metrics
- Get your h-index
- Find collaborators
- Receive alerts about new publications based on keywords in your profile
- Export your citations to ORCID
- Increase discoverability (when profile is public)



<http://libguides.rice.edu/AuthorIdentifiers/GoogleScholar>

Activity 5: Discoverability

- Jot down 3-5 keywords that describe your expertise and academic interests.

Activity 6: Update your strategy

Include plans for the following in your strategy:

- Developing a web presence
- Using (or not using) social media
- Making your work discoverable

Post-Session Activities

- Set up your ORCID.
- Set up your Google Profile.

Resources

- Cordell, Ryan. [“Creating and Maintaining a Professional Presence Online: A Roundup and Reflection.”](#)
- Konkiel, Stacy. [“The 30-Day Impact Challenge: the ultimate guide to raising the profile of your research”](#)
- Marshall, Kelli. [“How to Maintain Your Digital Identity As An Academic.”](#)
- Myers, Katy. [“Manage Your Digital Identity.”](#) *GradHacker.*
- Sayers, Jentery. [“Do You Need Your Own Website While On The Job Market?”](#) *ProfHacker.*